

# ORDER

**WOOD**

**Orders**

**Order / Rev:** 205936

**Alt Order #:** 6852974

**Product Desc:** RESTORE OUR FUTURE

**Estimate:** 2038

**Flight Dates:** 09/26/12 - 10/02/12

**Original Date / Rev:** 09/17/12 / 09/17/12

**Order Type:** REG

**Primary AE:** Petry Philadelphia

**Sales Office:** P-PHI

**Sales Region:** Nat

**Agency**

**Name:** Mentzer Media Services

**Buying Contact:**

**Billing Contact:**

600 Fairmount Avenue

Towson, MD 21286

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** POL/Restore Our Future

**Demographic:** A35+

**Product Codes:** PL2

**Priority:** P2

**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	27	\$25,200.00	\$21,420.00
10/01/12	10/02/12	12	\$11,500.00	\$9,775.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	27	\$25,200.00	\$21,420.00	0.00
October 2012	12	\$11,500.00	\$9,775.00	0.00
<b>Totals</b>	<b>39</b>	<b>\$36,700.00</b>	<b>\$31,195.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WOOD	20%	\$36,700.00
Market	100%	\$183,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	46%	\$84,410.00
WXMI	16%	\$29,360.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	18%	\$33,030.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	09/26/12	09/28/12	6am Daybreak	CM	6-7a	--WTF--	:30	3	\$800.00	P3	0.00	NM	3	\$2,400.00
				6am Daybreak											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	--WTF--		3		\$800.00		0.00					

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**WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	09/26/12	09/28/12	6am Daybreak 6am Daybreak	CM	6-7a	--WTF--	:30	3	\$800.00	P3	0.00	NM	3	\$2,400.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--					3	\$800.00		0.00			
E 2	WOOD	09/26/12	09/28/12	Noon News News 8 @ Noon	CM	12-1p	--WTF--	:30	3	\$650.00	P2	0.00	NM	3	\$1,950.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--					3	\$650.00		0.00			
E 3	WOOD	09/26/12	09/28/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	--WTF--	:30	3	\$1,500.00	P3	0.00	NM	3	\$4,500.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--					3	\$1,500.00		0.00			
E 4	WOOD	09/26/12	09/28/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--WTF--	:30	3	\$1,500.00	P3	0.00	NM	3	\$4,500.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--					3	\$1,500.00		0.00			
E 5	WOOD	09/26/12	09/28/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	--WTF--	:30	6	\$650.00	P3	0.00	NM	6	\$3,900.00
	TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--					6	\$650.00		0.00			
E 6	WOOD	09/29/12	09/29/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-					1	\$400.00		0.00			
E 7	WOOD	09/29/12	09/29/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	1	\$850.00	P2	0.00	NM	1	\$850.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-					1	\$850.00		0.00			
E 8	WOOD	09/29/12	09/29/12	Sat 6p News 8 Sat News 8 @6p	CM	6-630p	-----S-	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-					1	\$1,200.00		0.00			
E 9	WOOD	09/29/12	09/29/12	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-					1	\$1,500.00		0.00			
E 10	WOOD	09/30/12	09/30/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S					1	\$450.00		0.00			
E 11	WOOD	09/30/12	09/30/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$950.00	P2	0.00	NM	1	\$950.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S					1	\$950.00		0.00			
E 12	WOOD	09/30/12	09/30/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
	SUN TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S					1	\$1,600.00		0.00			
E 13	WOOD	09/30/12	09/30/12		CM	10-1030A	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00

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Sun 10-11am To The Point (10:00 AM-10:30 AM) TO THE POINT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12  09/30/12    -----S            1    \$500.00    0.00															
E 14	WOOD	09/30/12	09/30/12	NFL 11p News Sun 11p News (NFL)	CM	1130-12a	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12  09/30/12    -----S            1    \$500.00    0.00															
E 15	WOOD	10/01/12	10/02/12	6am Daybreak 6am Daybreak	CM	6-7a	MT-----	:30	2	\$800.00	P3	0.00	NM	2	\$1,600.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12  10/07/12    MT-----            2    \$800.00    0.00															
E 16	WOOD	10/01/12	10/02/12	Noon News News 8 @ Noon	CM	12-1p	MT-----	:30	2	\$650.00	P2	0.00	NM	2	\$1,300.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12  10/07/12    MT-----            2    \$650.00    0.00															
E 17	WOOD	10/01/12	10/02/12	M-F 5p News M-F News 8 @5p	CM	5-530p	MT-----	:30	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12  10/07/12    MT-----            2    \$1,500.00    0.00															
E 18	WOOD	10/01/12	10/02/12	LN M-Su Late News Rotator	CM	11-1135p	MT-----	:30	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12  10/07/12    MT-----            2    \$1,500.00    0.00															
E 19	WOOD	10/01/12	10/02/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	MT-----	:30	4	\$650.00	P3	0.00	NM	4	\$2,600.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12  10/07/12    MT-----            4    \$650.00    0.00															
													Totals	39	\$36,700.00